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The Students of Worcester Polytechnic Institute

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## W. P. I.-FRAMINGHAM S. T. C. MUSICAL CLUBS PRESENT COMBINED CONCERT

Tech Quartet, Consisting of Backgren, Jackson, Frary and Greenwood Featured the Presentations

MUSICAL DIRECTORS WERE FRED W. ARCHIBALD FOR S. T. C. AND CLIFFORD F. GREEN FOR TECH

Friday night, the combined Glee Clubs of the Framingham State Teachers' College and Tech presented a highly successful concert in the Parish house of the First Unitarian Church. A capacity crowd turned out to support this event, the first of its kind that Tech has attempted, and, from all reports, everyone enjoyed the entertainment. After the concert, dancing was enjoyed to the tunes played by the Boyntonians.

The program consisted of two groups of selections by each club, violin solos by Miss Rosalia M. Dolan, and several selections by the Tech quartet. The latter group proved to be very popular and were obliged to give several encores because of the applause they received.

The patrons and patronesses for the evening were: President and Mrs. Ralph E. Earle, Dr. and Mrs. Homer Gage, Mr. and Mrs. Moses B. Kaven, Mr. and Mrs. George F. Booth, Mr. and Mrs. Charles L. Allen, Mr. and Mrs. Charles F. Bailey, Mr. and Mrs. Samuel S. Edmonds, Mr. and Mrs. Harrison P. Eddy, Mr. and Mrs. Samuel M. Stone, Prof. Zelotes W. Coombs, the Misses Coombs, Prof. and Mrs. George H. Haynes, Prof. and Mrs. Alton L. Smith, Prof. and Mrs. Jerome W. Howe, Prof. and Mrs. Theodore H. Morgan, Prof. and Mrs. Herbert F. Taylor, Prof. and Mrs. Daniel T. Calhane, Prof. and Mrs. Charles M. Allen, Professor and Mrs. Leland L. Atwood, Prof. and Mrs. Carl P. Meyer, and Mr. and Mrs. Paul R. Swan.

Mr. Donald C. Holt and Mr. Warren M. Berrell were the head ushers for the evening.

## CHEMISTS HOLD MONTHLY MEET

Smith and Press Give Interesting Lectures

The Skeptical Chymists held their last meeting in the Chem building Tuesday, March 21 at 7:45 p. m. The speakers were M. K. Smith, '35, and L. Press, '34. A large number of students attended and made the occasion a successful one.

Mr. Smith spoke on the "Manufacture of carbon dioxide ice and its uses in industry." In his discussion he stated that the so-called "dry ice" is now made by the Joule-Thompson effect which consists of forcing the gas through a porous plug thus solidifying it. Since it can now be made for about three cents a pound it has found a great many new uses. Besides several common uses such as freezing fruits and meats to preserve them it is now being employed in riveting. The rivet to be used is first cooled to an extremely low

(Continued on Page 4, Col. 2)

## PLANS FOR PROM NEAR COMPLETION

Dance-goers Will Sit in a Body at "The Perfect Alibi" Showing

With plans for the Junior Prom nearing completion and anticipation of the coming social events in the minds of all Juniors as well as other upperclassmen, and lowerclassmen, on the Hill, a few of the tentative plans might be brought forth at this time.

Through arrangements with the Masque, who are presenting their premiere on Friday evening, it will be possible for all couples planning to attend the Prom, to join in the festivities of the week-end by taking advantage of an exceptional offer to attend the Masque performance on Friday evening in a body. Not only is there a section of reserved seats, exclusively for Prom-goers, but through cooperation with the Masque the committee has made it possible for you to attend the Friday evening performance of "The Perfect Alibi" with little additional outlay in figures of dollars and cents.

Here certainly are the possibilities of a well-rounded evening of interesting drama, and perfect coordination on the smoothest of ballroom floors, to the strains of pleasant, and dreamy melodies.

Perhaps it is proper here to explain how you may attend the Prom. All admissions are to be with Dues Cards, (Continued on Page 2, Col. 5)

## ATHLETIC COUNCIL AWARDS LETTERS

Winter Sports Managers for the Coming Year Chosen

The Athletic Council, at a meeting held last Monday, March 20, heard the reports of the various sports managers, and voted to carry out the spring athletic schedule with a restricted budget. The council then made the annual letter awards.

In basketball, a "W" was awarded to Captain Irving Gartrell, M. Skwarek, J. Noreika, T. E. Decker, Joe Sukaskas, R. Merrill and Manager J. H. Vail.

A "BWB" in basketball was voted to the following: Tom Ratkiewicz, H. Hammer, S. Norton, G. Hodgkinson, M. Dann, R. DuVall, H. Hendrickson, Manager; J. H. Ray, Sandquist, Harrington, Hiller, J. Hendrickson, and Svenson. W. R. Burns was elected manager for next year. Assistant managers will be R. P. Merriam and W. E. McKay.

Members of the swimming team who were given sWt's are: Captain Joe Fogg, H. Franklin, D. Force, C. Bergstrom, C. McElroy, G. Makela, T. McNulty, R. Falvey, P. Wiley and J. Sha-

(Continued on Page 3, Col. 3)

## OLIVER E. SIMMONDS TALKS AT BEST ASSEMBLY OF YEAR

MR. SIMMONDS, MEMBER OF BRITISH PARLIAMENT, DRAWS LARGE CROWD

Speaks Forcefully of Payment of War Debts by England and of Possibility of War

## COUNCIL SUBMITS POINT SYSTEM

New Plan Would Definitely Limit Individual Activities

Since the beginning of the school year in the fall of 1927, Tech has had a point system to limit the number of activities in which any one man may participate. The rules of this system should be familiar to everybody, as they are printed in the Tech Bible each year.

The system has accomplished much in the way of preventing the burdening of one student with too many outside activities, but there is still much to be desired of it. This year there have been at least four men who have exceeded the number of points allowed. However, when this matter was brought to the attention of the Tech Council, it was so late in the year that the members voted not to make the violators drop any of their activities. Another reason influencing this action was that many members of Tech Council felt that the distribution of points under the present system was unfair, or in other words that the number of points did not represent the true amount of time which a position required.

A committee was appointed to study the matter and to make definite recommendations to the Tech Council as to continuing or revising the point system. The committee has drawn up a new plan to replace the point system. It is printed below so that everyone can read it, think it over, and give his opinion to his representatives on the Tech Council before the plan is voted on. This is a matter which concerns especially the members of the lower classes who are just starting out in competitive activities, so they should give it careful consideration and make their views known.

In considering any such plan there are several things to keep in mind. The plan is designed to accomplish three objects; to protect a student from becoming so loaded with outside activities that he has to neglect his studies, to distribute the offices as widely as possible so that more students will have an opportunity to share in them, and to protect the activities by preventing their officers from becoming involved in so many activities that they cannot devote their best efforts to any activity. The two principal objections to the present system are that it is practically impossible for the Council to get the data necessary to figure the total of each student's points until the student has been involved in the affairs of the

(Continued on Page 3, Col. 4)

The sixth Fuller Lecture had for the speaker Mr. Oliver E. Simmonds, who spoke for total or part cancellation of the British War Debt. Mr. Simmonds, a graduate of Cambridge University and technical advisor to the Air Ministry, is a member of the House of Commons in the British Parliament.

Mr. Simmonds opened his speech by saying that the Americans were very close to the hearts of the British people because of the sympathy they showed during the King's recent illness. He went on to congratulate us for electing Franklin D. Roosevelt president.

He stated that England could pay back her debt by goods, service, or gold. Goods, he explained, could be crossed off the list because it would mean a further increase in the unemployed; service could not be considered because American merchants wanted their goods transported on American ships. The last resort, gold, would be entirely out of the question as far as Great Britain was concerned, because there was only 135,000,000 pound sterling in the British treasury.

He pointed out two considerations in connection with the world crisis: 1, employment or unemployment of millions of people, and 2, peace or war. He said that employment could be set in motion by an extra-national currency controlled by an international bank. He drew a comparison between the man who, when times are hard, blows his brains out, and the nation that, during a financial crisis, goes to war. He said that the possibility of a war was very large.

Mr. Simmonds spoke about the League of Nations and said that it would be much more powerful if the United States would join. He urged the co-operation of the United States in backing the decisions made by England in the League.

He closed by telling about whole towns in England that haven't seen work for six years. "These people," he said, "are being sustained by a generous mental attitude and this must not be withheld."

George Lyman, vice president of the class of 1933 presided and called on Admiral Earle to introduce the speaker. The assembly opened by singing America and closed with the Alma Mater and the Star Spangled Banner accompanied by the band.

**DORM DANCE**  
Saturday  
APRIL FIRST  
8.30 P. M.

### CALENDAR

#### TUES., MARCH 28—

9:50 A. M.—Chapel Service.  
Rev. H. L. Packard.  
4:30 P. M.—Intramural Bowling, S. A. E. vs. P. S. K.  
4:30 P. M.—Orchestra Rehearsal.

#### WED., MARCH 29—

9:50 A. M.—Chapel Service.  
Rev. H. L. Packard.  
4:30 P. M.—Intramural Bowling, S. A. E. vs. P. S. K.  
4:30 P. M.—Band Rehearsal.

#### THURS., MAR. 30—

9:50 A. M.—Chapel Service.  
Rev. Wm. Osborn.  
4:30 P. M.—Intramural Swimming Meet.  
4:30 P. M.—Intramural Bowling, T. U. O. vs. Friars.  
4:30 P. M.—Glee Club Rehearsal.

#### FRI., MARCH 31—

9:50 A. M.—Chapel Service.  
Rev. Wm. Osborn.  
4:30 P. M.—Intramural Swimming Meet.  
4:30 P. M.—Intramural Bowling, P. G. D. vs. T. X.

#### SAT., APRIL 1—

8:30 P. M.—Dormitory Dance.

#### MON., APRIL 3—

9:50 A. M.—Chapel Service.  
Dr. R. A. Beth.  
4:00 P. M.—TECH NEWS Assignments.  
4:30 P. M.—Intramural Bowling, L. X. A. vs. S. A. E.  
4:30 P. M.—Glee Club Rehearsal.  
4:00-6:00 P. M.—President and Mrs. Earle at Home.

### HOBBIES

The TECH NEWS has been commended for offering an outlet to students who have hobbies. The alumnus who perpetrated the following jingle, in answer to the touching poem published in last week's issue, states that he too has a hobby—the assassination of bum poets.

So, your dearest hobby, my boy,  
Has involved you in musings poetic.  
Fair maidens disquiet your dreams,  
(Though the trouble may be dietetic).

I would not disparage the thought  
Of what you to our joy may be adding.  
At your age, I also wrote verse,  
And the NEWS often used it for padding.

Your stuff may be no worse than mine.

But, in friendship, I cannot help wishing

That, if for a hobby you pine,

You'd abandon the muse—and try

fishing.

### FRESHMEN!

TECH NEWS assignments every  
Monday at 4.00 P. M. in  
Boynton 19



**The Tech News Association of the Worcester Polytechnic Institute**

## SIX BARBERS



## OR TESH!

In the Physics Department Notes appearing in the last issue of this paper, there appeared a statement to the effect that the Juniors working on "pioneer" experiments in the laboratory were obtaining some rather startling results. Perhaps the most unusual and revolutionary discovery was made by J. Wellington Wimpy during the course of his assaults on a perfectly innocent photo-electric cell. The results of his investigations and tests showed that an ordinary electric light bulb actually gives off less light with the current on than when turned off.

P. S. The report "bounced" back.

Here is something which would do credit to Mr. Ripley. A Freshman living in the dormitory and eating there regularly has gained thirty-seven pounds since September. When the college opened this fall he weighed one hundred fifty-seven and now he tips the scales at one hundred ninety-four. Take a bow, Messrs Maxfield, Perry, Clark, et al.

Then there was the learned professor who mystified his class by a very complex equation and who was finally cornered by the class which demanded that he reveal just what the symbols used in the equation represented. After considerable beating around the bush he admitted that he did not know but added, "The equation must be all right because I have used it in this course for a good many years."

Ordinary students may have three guesses (chemists will need but two) as to his identity.

In the past the non-fraternity average has always been somewhat higher than the all-fraternity average. This year was no exception, the former excelling by some 2.03 per cent. There are two explanations as to why this is invariably the result. The first (by the fraternity men) is that the usually high Freshman averages are not counted in the fraternity list but go to raise the non-fraternity total. The other theory (advanced by the non-fraternity group) is that the fraternity men are slightly dumber than the others.

Will someone please inform the Senior electrics as to just what a "li-men" really is and why? If they don't find out pretty soon, Herr M. is going to do something drastic.

Several of our "men about town" were very much embarrassed last week while taking an art course at the Worcester Theatre. One of their number was called upon to act as judge in a beauty contest being conducted there. Just why this should so embarrass them is not quite clear. It has been suggested that possibly they were trying to keep their presence there a secret.

The student assembly speaker who tried so manfully to entice us into going to the dual meet (pardon us, we meant joint concert) of the Glee Clubs of W. P. I. and Framingham Normal had all the necessary qualifications of an optimist if we are to accept the definition of one as set forth by Mr. Simmonds, the assembly speaker.

The band deserves some sincere applause for its fine performance at the last Fuller Lecture. It was then that some of us learned for the first time that the band could play something besides marches and the "Alma Mater." We would like to hear them again in selections such as the one we were favored with on this occasion.

Along the same lines, did you happen to notice the cute blush on Fitzie as he operated that "bird machine" during the playing of "In a Monastery Garden"? Was his face red?

## OUTDOOR TRACK OPENS APRIL 29

First of Three Meets to be With Mass. State at Amherst

With an enviable record of two firsts and one second place in relay meets, and an impressive victory over Mass. State behind it, and only one loss, that to Brown, the Tech track team looks forward to the beginning of the outdoor season.

Coach Johnston has not yet issued a call for spring candidates, but practice will start as soon as the cinders have dried out sufficiently to be used.

Although there are only three scheduled meets, the first of which, with Mass. State, is April 29, Tech should do well in them with the abundance of material at hand.

The team will be built around George Lyman, Gordon Whitcomb and Jack McGrath in the hurdles; Harry Jensen, Ken Moran, Stan Beebe, Bob Gould, Doyle and Paul Sullivan in the dashes. The distance events will be taken care of by Stan Brewer and Frary; while George Kalista, with the help of Allen Chase, former Worcester Academy star, and Bill Misevett will handle the weights.

With a team like this Tech should be out in force this spring to back what looks like a winning combination.

## PRIZE ESSAY AWARD IS ANNOUNCED

WORCESTER, MASSACHUSETTS  
Office of the President

March 2, 1933  
PRIZE ESSAY  
THE CLASS OF '79 PRIZE OF \$50.00  
To be Awarded at Commencement, 1933

## The Prize

At their fiftieth reunion, the Class of 1879, as their anniversary gift to the Worcester Polytechnic Institute, endowed an annual prize of Fifty Dollars (\$50.00) to be awarded to the undergraduate of that college who prepares for publication the best essay on some engineering subject in an original, logical, and popular style.

## Rules of Competition

The competition is open to all Institute undergraduates.

LENGTH: Minimum, 2,000 words; maximum, 4,000 words.

SUBJECT: Must be definitely in some field of engineering, may range from precise and technical details to broad theories and developments.

TREATMENT: Must be popular, that is, must be intelligible to readers outside engineering and scientific circles, and must appeal to normal average curiosity and interest. It must be suitable for publication in general magazines.

Character: (a) Must evidence a fairly precise and comprehensive knowledge of the subject.

(b) Must not be copied or abstracted in whole or in part from any source.

(c) Must contribute at least a small proportion of writer's original thought, analysis, and study.

(d) Must conform in composition to the rules of good English, grammatically and rhetorically, be logical in arrangement, with appropriate title, suitable sub-headings and forceful conclusion.

FORM: It must be typewritten on paper 7 3/4 by 10 1/2 inches, on one side only, double spaced, with margins one and one-half inches at left, one inch at right, and one inch at bottom.

All essays must be handed in before 12:00 M., Saturday, May 6, 1933, at the office of Professor Z. W. Coombs, Head of Department of English, Boynton Hall.

PRESIDENT RALPH EARLE,  
PROFESSOR Z. W. COOMBS,  
PROFESSOR F. J. ADAMS,  
Committee.

## BOWLING SEASON NEARLY FINISHED

T. U. O. is Probable Winner with Second Undecided

With just seven more matches on the schedule, it appears that T. U. O. will be the winner in the intramural bowling. The race for second place between T. X., A. T. O. and Friars will be very close. A. T. O. and Friars are tied now with T. X. only two points behind. On Monday of last week L. X. A. tied P. G. D. 2-2. On Tuesday S. A. E. was beaten by A. T. O. 0-4. Wednesday, Friars defeated P. S. K. 4-0. The most important match of the week was on Thursday when T. U. O. defeated T. X. 4-0. Although it was a decisive match, the total pinfall was low, 1160-997. Friday, T. U. O. beat P. G. D. 3-1, in a match characterized by high scores. T. U. O.'s score for the second string was 416 when Willy Hebel bowled 120 in spite of a sore leg. The total pinfall was 1140-1071.

The encounters between T. U. O. and Friars on March 28, and between T. X. and A. T. O. on March 30 ought to be exciting.

The standing:

	Won	Lost
T. U. O.	22	6
Friars	16	8
A. T. O.	16	8
T. X.	14	10
P. S. K.	14	14
P. G. D.	14	14
L. X. A.	12	16
S. O. P.	6	18
S. A. E.	3	21

## JUNIORS CAPTURE CLASS BASKETBALL TOURNAMENT

## Freshmen Beat Sophomores

On the afternoons of March ninth and tenth, the annual interclass basketball tournament was held on the floor of the Alumni Gym. This year the class of 1934 took top honors for the second time running, thus proving their much-talked-of superiority as basketballers. The afternoon of the ninth saw a fast Freshman outfit take the Sophomores into camp by the close score of 17-13. During the same session, the unbeaten '34's marked up 29 points to the Seniors' 25. The second day saw the Juniors wipe the floor with the Frosh to the tune of 52-20. The Sophomores, not content with one beating, took on the Seniors in an unofficial game and were downed 41-18.

The Juniors who played long enough to be eligible for class numerals were: Ratkiewicz, Hodgkinson, Stafford, Noreika, Norton and Pihl.

## ATHLETIC COUNCIL

(Continued from Page 1, Col. 2)

beck, manager. Harold Bell was elected manager for next year, and his assistants will be J. Sigda and E. Soderberg. Sophomores who were given numerals in swimming are Bergstrom, Falvey, Libby, McNulty, Makela, Force, Wiley, Sleeper and Lusczinsk.

A "W" was awarded the following men in track: Captain George Lyman, H. Jensen, K. Moran, G. Beebe, S. Brewer, P. J. Sullivan, C. J. Doyle, G. Kalista and J. T. McGrath. Those who received an aWa in track are W. J. Denning, W. Misevett, G. P. Whitcomb and R. E. Gould; W. Mesh is manager for fall track and the assistant managers are T. Clark and H. E. Wilson.

The Junior class team received numerals for their fine display in the Junior-Senior basketball tilt. Numerals

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## VARSITY BASEBALL HAS INITIAL APPEARANCE IN INDOOR WORKOUTS

Battery Candidates Report to Coach Bigler in Alumni Gym

## POINT SYSTEM

(Continued from Page 1, Col. 4)

organization so long that it would be a hardship on the organization for him to drop the office, and that the distribution of points has not been fair. Whether or not the proposed plan would be any better is a matter of conjecture. However, it would abolish the system of points and state definitely what positions a student may or may not hold. This would make it easier to find out quickly when the system had been violated. However, to be most effective the system should be self-operative, that is, before the election of any organization it should be determined who is eligible for the positions without violating the system. Anyone who would violate the system if elected should not be offered as a candidate.

The subject of a point system is a matter which concerns the whole student body and not just the Tech Council. Read the proposed plan, compare it with the one in your Tech Bible and then tell your representatives or the Tech Council what you think about the plans.

## Tentative Point System

Section I. No student may participate in more than three activities at any one time. (Officers of the Athletic Association, Cheer Leaders, and members of the Tech Council "ex officio" excepted under this rule.) Seasonal activities shall count only during the time the activity is in progress.

Sec. II. No student may be eligible for any office if by election to that office he would violate any of these rules.

Sec. III. No student may resign from one office in order to be a candidate for another.

Sec. IV. Either A. or B:

A. No student may hold two of the following positions:

Group 1—Captain, member, or manager of athletic team, or Editor-in-Chief or Business Manager of the TECH NEWS or "Peddler."

A student may be a member of more than one athletic team, provided the seasons of the two sports involved do not overlap.

No student may hold more than two of the following positions:

Group 2—Officer of Class, Masque, Musical Association, Engineering Society, Y. M. C. A., Rifle Club, TECH NEWS, "Peddler," Camera Club, and Radio Club.

No student shall be President or Manager of more than one of the activities of Group 2 (Class excepted) if he also holds a position in Group 1.

B. No student shall hold the highest position in more than one activity. No student shall hold two of the following positions:

Team Captain, Team Manager, Editor-in-Chief of TECH NEWS and "Peddler," and Business Manager of TECH NEWS and "Peddler." (Editors-in-Chief of TECH NEWS and "Peddler" shall not be members of an athletic team.)

Head Cheer Leaders, and Presidents of Classes, the Tech Council, the Athletic Association, and honorary societies shall be excepted under the first clause of this section.

were awarded to Ratkiewicz, Norton, Hodgkinson, Stafford, Noreika and Pihl.

Numerals in class rifle winners have been awarded to Lee, Wiley, Flagg, Angevine and McMillan.

## LACK OF MATERIAL MAY BE A SERIOUS HANDICAP TO DIAMOND REPRESENTATIVES

King baseball made his debut among the Engineer athletes last week and will hold sway until late in May. Prospective battery candidates reported to Alumni Gym for workouts, with the other candidates being held in abeyance until a later date.

Sadly in need of capable pitchers, Coach Bigler found no solace in the turnout of hurling candidates last week. The lack of numbers was very conspicuous. A more determined effort to get all baseball hopefuls will be made this week. The Freshman Class which has furnished its quota of first flight athletes in every case to date is expected to yield up several players of varsity timber.

One consoling incident marked the otherwise uneventful indoor drills of the last week. Andy Sandquist, '36, heralded as a pitcher of outstanding ability, appeared daily for the workouts and gave promise of developing into one of the ranking flingers of recent years at Tech. Sandquist has had extensive amateur and semi-pro experience and will be a welcome addition to the Crimson and Gray nine.

Coach Bigler will need many other ball tossers, however, for graduation and other reasons took their toll last June. Three new infielders will have to be uncovered to replace the stellar group of last season. Only Irv Gartrell, hot corner guardian, remains, and he seems an almost certain choice to retain his post. Bill Asp at first base, Jimmy Leach at second and former Captain Bert Lanciault at shortstop were lost through graduation.

Among those expected to put in an appearance in the battle for the vacant posts are George Makredis, utility performer of two years ago, Dick Duvall and Art Deslauriers, reserves of last season's nine. Unless the Freshman Class produces a number of candidates, a serious shortage seems imminent.

In the outfield, one man, George Hanson, was lost through graduation. Captain Johnny Noreika who patrols that hill in left field as only he can and Kommy Koziol, center fielder, will be available once again. Both are hard-hitters and dependable ball hawks. It is possible that Coach Bigler may shift Koziol back to his former pitching role in an effort to bolster his hurling department.

Al Cantor and Tommy Decker, both of whom have seen service with Engineer teams in the past, will be in the battle for an outfield berth. The former is a heavier hitter and on the basis of this alone may gain the vacant position.

In the catching department alone, Coach Bigler has no worries. Johnny Molloy who turned in such fine performances last spring will be back at his favorite position in back of the batters. For replacements, Ray Starrett and Nick Mango are expected to be available.

The schedule, a seven game affair, is well-balanced and features the Mass. State game here and the Rhode Island State set-to at Kingston. The annual two-game series with Clark is again listed.

The Schedule:

April 20—Northeastern.  
April 22—New Hampshire State at Durham.

April 29—Mass. State.  
May 6—Clark at Clark.  
May 13—R. I. State at Kingston.  
May 20—Clark at Tech.  
May 27—Trinity at Hartford.  
Tennis and golf schedules.

INFORM YOUR TECH COUNCIL REPRESENTATIVE OF YOUR OPINION ON THE ABOVE SUBJECT.



## GOLF SCHEDULE

May 2—Holy Cross here.  
 May 5—Bowdoin here.  
 May 9—Providence here.  
 May 11—Boston University there.  
 May 17—Amherst here.  
 May 24—Tufts there.

## TENNIS SCHEDULE

April 27—Vermont here.  
 May 5—Bowdoin here.  
 May 10—Springfield here.  
 May 12—Tufts here.  
 May 13—Providence there.  
 May 18—Holy Cross here.  
 May 20—Clark there.  
 May 23—Boston College here.  
 May 27—Trinity there.

## SKEP CHYMISTS

Continued from Page 1, Col. 1)  
 temperature. It is then placed in the frame to be riveted, the hole being of just the right size for the bolt to fit. The bolt is then heated to normal temperature causing it to expand a great deal. This makes it fit very tightly and is much better than the old process of hammering the rivet into place.

Mr. Press spoke very interestingly on the surface tension of toothpaste solutions. A low surface tension is claimed to give the toothpaste a much better cleaning quality as it is supposed to penetrate the crevices between the teeth more easily than otherwise.

The American Dental Association became interested a short time ago in

this phase of the advertising propaganda and determined to investigate. Their chemists dissolved each of the brands of tooth-paste in water and tested them for surface tension. Later they analysed and found the low tension was caused in a great many brands by the addition of small amounts of soap. They also stated in their final report that most cleaning came from the friction between the tooth brush and the teeth. A few of the pastes, however, helped the brush, a slight amount, to clean the teeth. A dentifrice was defined as a tooth-paste that accomplished this last purpose.

The meeting was one that both instructed and amused and was enjoyed by all.

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## ILLUSION:

The magician exhibits a flower pot with hinged sides on a table in the center of the stage. He opens out the sides to show that this container is empty. Closing it up, he places a screen between it and the audience. After a short period of magic incantations he removes the screen. The astounded audience sees a beautiful girl, covered to the shoulders in lovely flowers, rising from the "empty" container. Where did she come from?

## EXPLANATION:

The girl was hiding behind the drape of the table. There is a trap door in the bottom of the flower pot, with a hole large enough to allow her to crawl through. The flowers, called "magicians' feather flowers," are a regular part of a magician's outfit. The flower girl wears a rubber tunic and a bathing cap to keep the flowers compressed into small space. She slides the tunic down and the flowers expand when she emerges.



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# CAMELS



*It's FUN TO BE FOOLED*  
*...IT'S MORE FUN TO KNOW*

A trick frequently worked in cigarette advertising is the *illusion* that mildness in a cigarette comes from mysterious processes of manufacture.

**EXPLANATION:** All popular cigarettes today are made in modern sanitary factories with up-to-date machinery. All are heat treated—some more intensively than others, because raw, inferior tobaccos require more inten-

sive treatment than choice, ripe tobaccos.

The real difference comes in the tobaccos that are used. The better the tobacco, the milder it is.

**It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.**

That is why Camels are so mild. That is why Camels have given more pleasure to more people than any other cigarette ever made.

It's the secret of Camels' rich "bouquet"...their cool flavor...their non-irritating mildness.

Give your taste a chance to appreciate the greater pleasure and satisfaction of the more expensive tobaccos.

*NO TRICKS*  
*JUST COSTLIER*  
*TOBACCOS*

IN A MATCHLESS BLEND